

The background consists of several large, overlapping triangular and quadrilateral shapes in shades of blue, green, yellow, and orange. A thin white horizontal line runs across the middle of the image.

Disney

INTERACTIVE

Club Penguin Tagging 2.0

No wait, it might 3...or 4.2?

What we'll cover

- CP & the **HISTORY** of tagging
- CP & the **FUTURE** of tagging
 - Recap: **RETAGGING** & **SPLICING**
 - Who cares?: Why this is **IMPORTANT**
 - **RESOURCES**

The HISTORY of tagging



The HISTORY of tagging

Pre-GX Tools (Rubix anyone?)

- Tons of tags
- Hard to find
- We had a tag for **EVERYTHING**

GX Tools

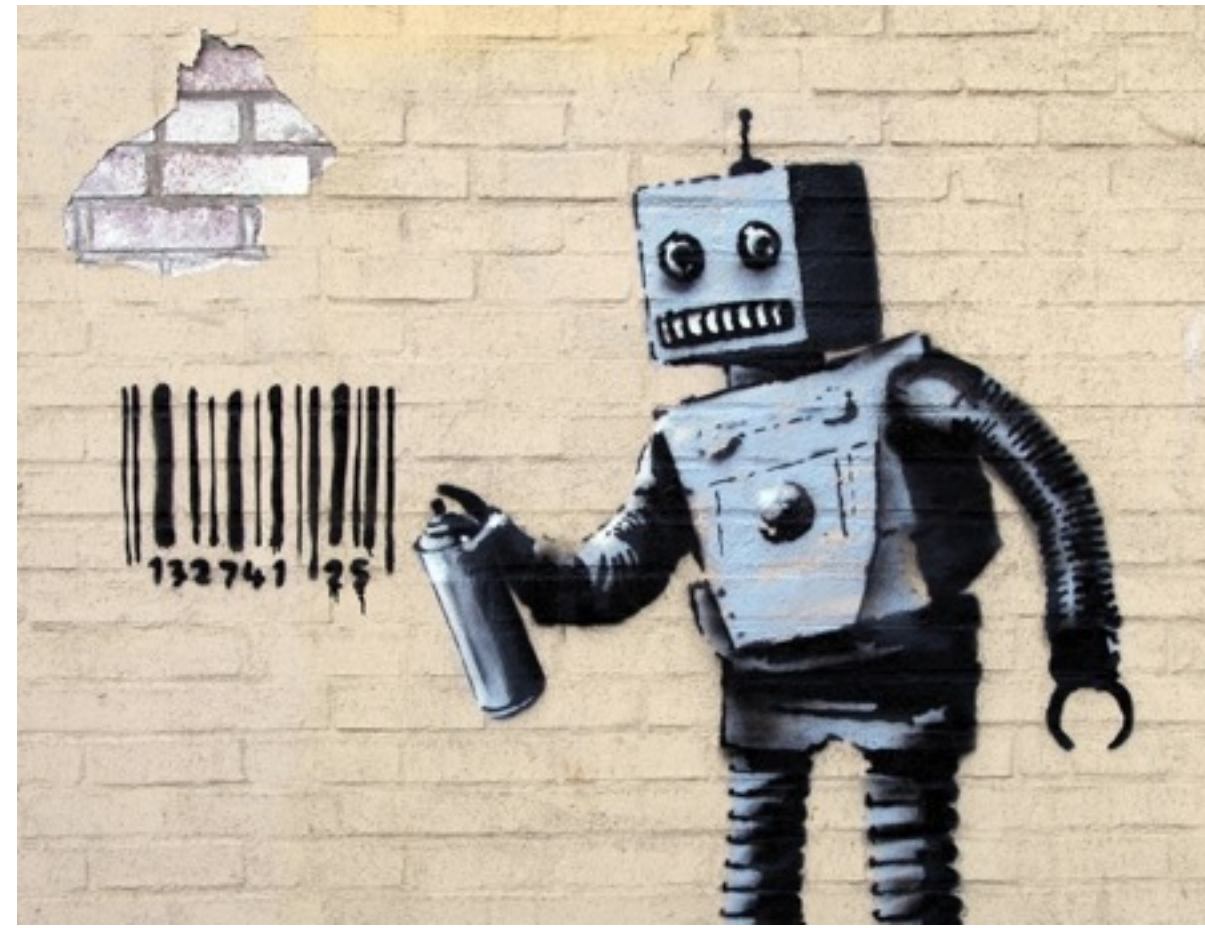
- Two Tier Tagging
- Higher Level Topics
- We could tag for days (34 tags on one ticket).

The FUTURE of CP tagging



(Penguin Tagging)

+



(Future Tagging)

=



(Automatic Rainbow Tagging)

The FUTURE of tagging

- The same tags across ALL Club Penguin products
- High level categories with specific topics
- Directed tagging (Removing the guess work)

The FUTURE of tagging

What does the new structure look like ?

Email from child: I keep trying to play the shoot out game during the soccer party but I don't know how to get the icon above my head? Can you help?

6 Major Categories

(Selected by the guest)

- Account
- Experience
- Membership
- Products
- Safety
- Technical

Specified Reasons

(Selected by the guest)

- Activation
- Bans
- Parties
- Puffles
- Issues (aka bugs)
- ...etc...

The Theme

(aka Tier 5 - Selected you!)

- How To
- Confusion/Help
- Known Issue
- Possible New Issue
- Positive/Negative
- ...etc...

Specific Topics

(The voice of the guest- - Selected by you)

- Puffle Care
- Game Play
- Unable to Activate
- Member/Privileges
- Price
- ...etc...

The FUTURE of tagging

What does the new structure look like in action?

Email from parent: I bought a membership for my child, I received my receipt and my child has the membership badge but they can't buy anything from the catalog. Can you help?

6 Major Categories

(Selected by the guest)

- Account
- Experience
- Membership
- Products
- Safety
- Technical

Specified Reasons

(Selected by the guest)

- Activation
- Bans
- Parties
- Puffles
- Issues (aka bugs)
- ...etc...

The Theme

(aka Tier 5 - Selected you!)

- How To
- Confusion/Help
- Known Issue
- Possible New Issue
- Positive/Negative
- ...etc...

Specific Topics

(The voice of the guest- - Selected by you)

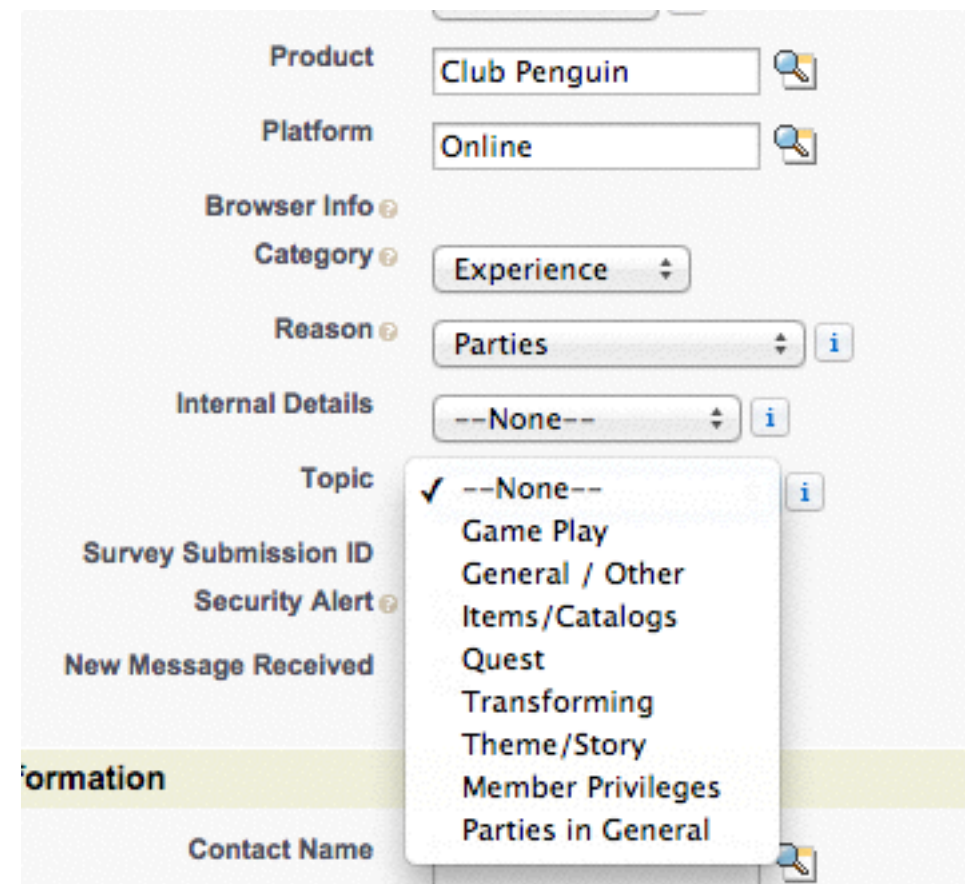
- Puffle Care
- Game Play
- Unable to Activate
- Member/Privileges
- Price
- ...etc...

The FUTURE of tagging

The biggest changes...

Parties:

- Every tag under Experience > Parties is meant for the “Current Party”
- Experience > Parties > Parties in General is meant for all other questions about parties (past and future)



The screenshot shows a form with several fields: Product (Club Penguin), Platform (Online), Browser Info, Category (Experience), Reason (Parties), Internal Details (--None--), Topic (dropdown menu open showing options like Game Play, General / Other, Items/Catalogs, Quest, Transforming, Theme/Story, Member Privileges, Parties in General), Survey Submission ID, Security Alert, New Message Received, Information, and Contact Name.

Technical:

- Rather than writing into an email queue, guests will now select “I found a bug” from the contact form
- Is what’s being reported a known issue? Or is it a possible new issue?
- Specific topics that bugs are being reported for. (IE - Known Issue > Puffles)

Feedback:

- Anytime a player gives us feedback, we need to retag it.
- Positive feedback, Negative feedback, but especially ideas.
- There is a feedback reason under each category.

Activation:

- We’re adding detail to activation email tagging.
- 3 new tags: Already Activated, Unable to activate, Didn’t get email
- This helps provide detail and context to production about activation emails without having to manually read them

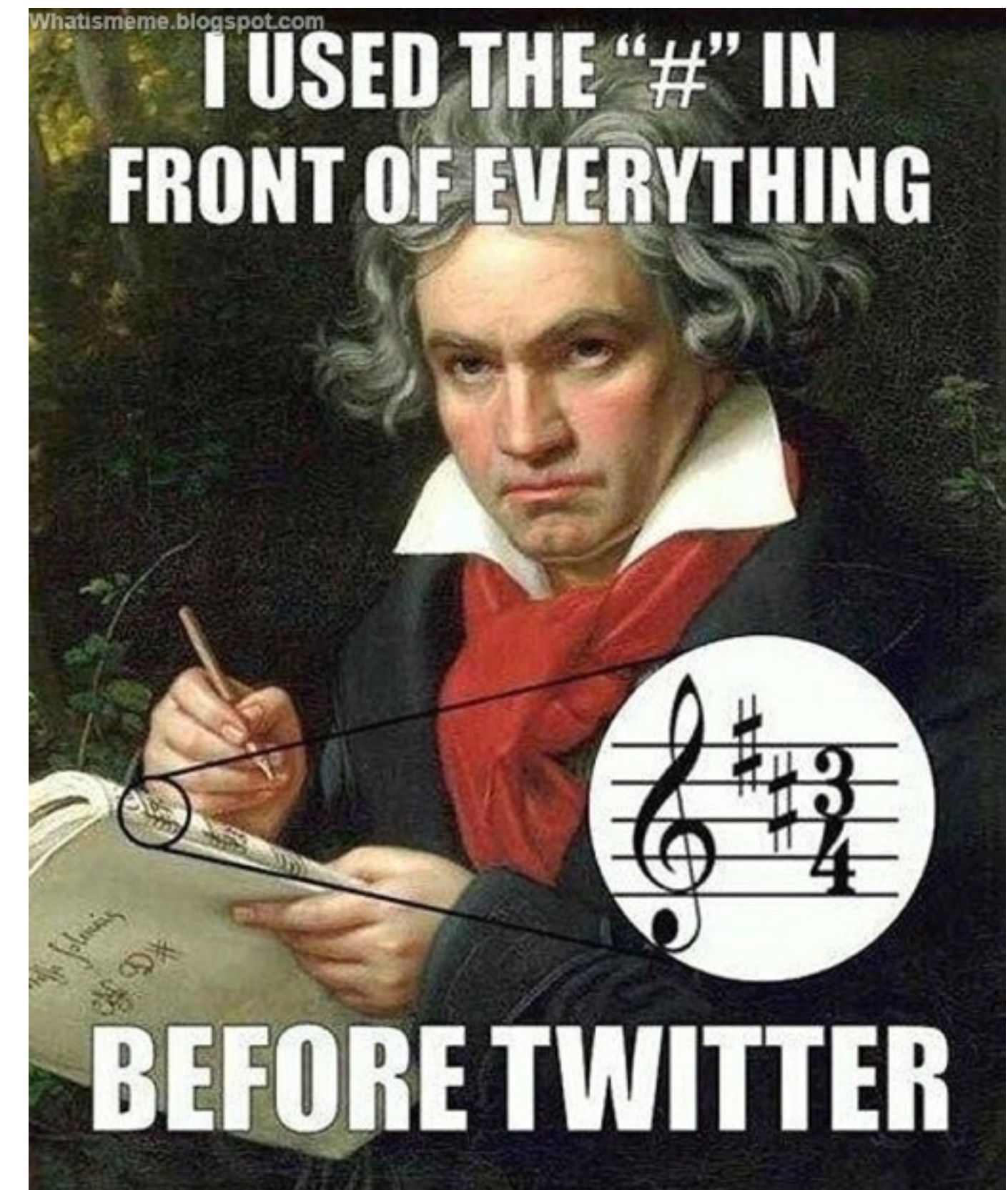
The FUTURE of tagging

Think there should be a new tag?

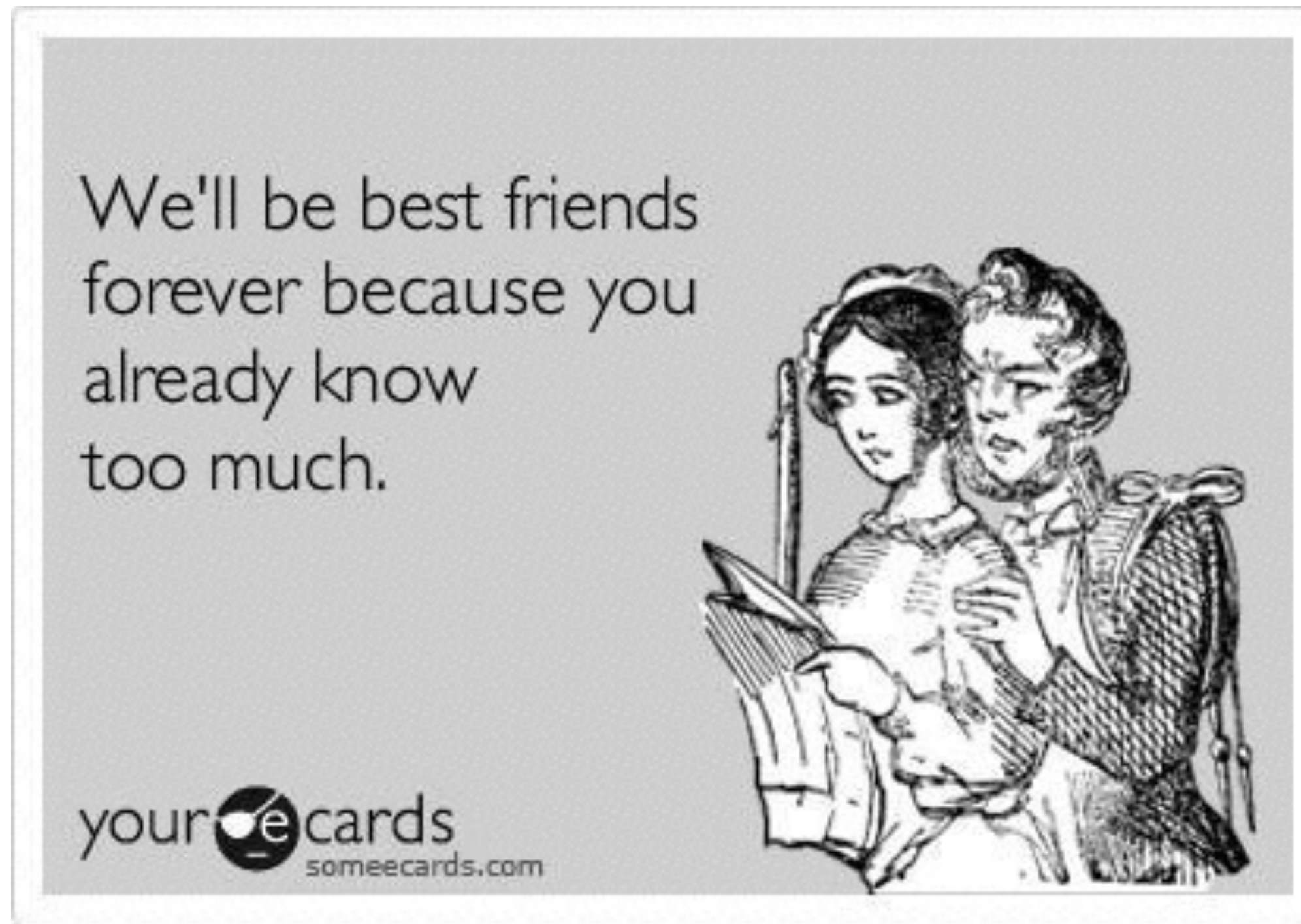
#hashtagit

Add **#cptags** to the ticket note with the suggested tag and @ mention me.

IE - **#cptags** @davesohnchen We should have a tag for _____



The RE-TAG and the SPLICE



The RE-TAG and the SPLICE

But it's just a friendly reminder...

Splicing

Club Penguin players are notorious for just hitting reply...for months on end.

Splice it when the topic changes.

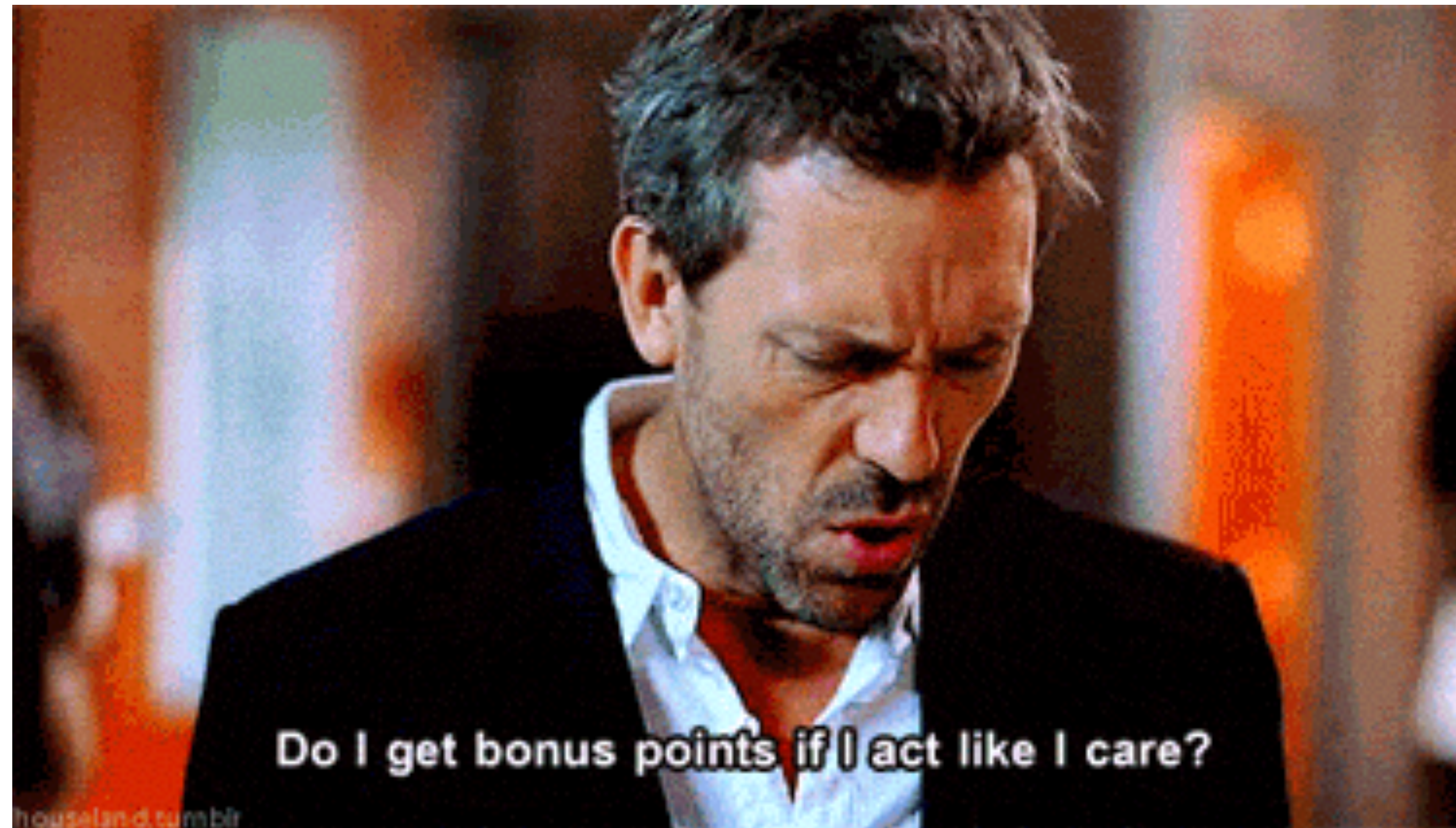
NOTE: If a player writes in with multiple questions in one email, answer all questions but tag the most prominent issue. If they reply and change the subject, that's when you splice.

Re-tagging

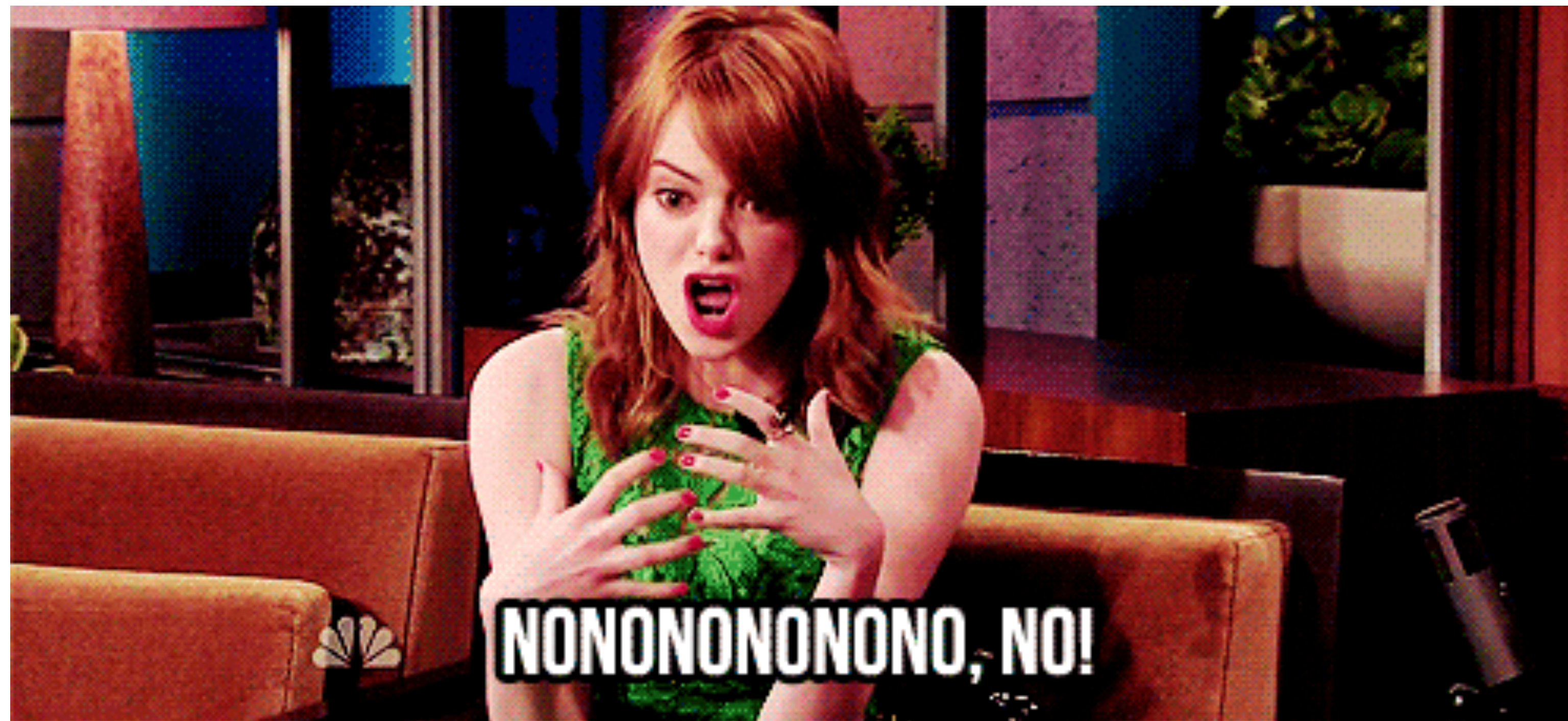
Can't find the "ideas" tag under "Parties"?
Re-tag it (feedback)

Player tagged "Club Penguin" but is asking questions about the app?
Re-tag it (Product = Club Penguin App)

You May Be Asking...



...The Answer Is...



...because I need you to care



We are the voice of the kids

Accurate tagging means...

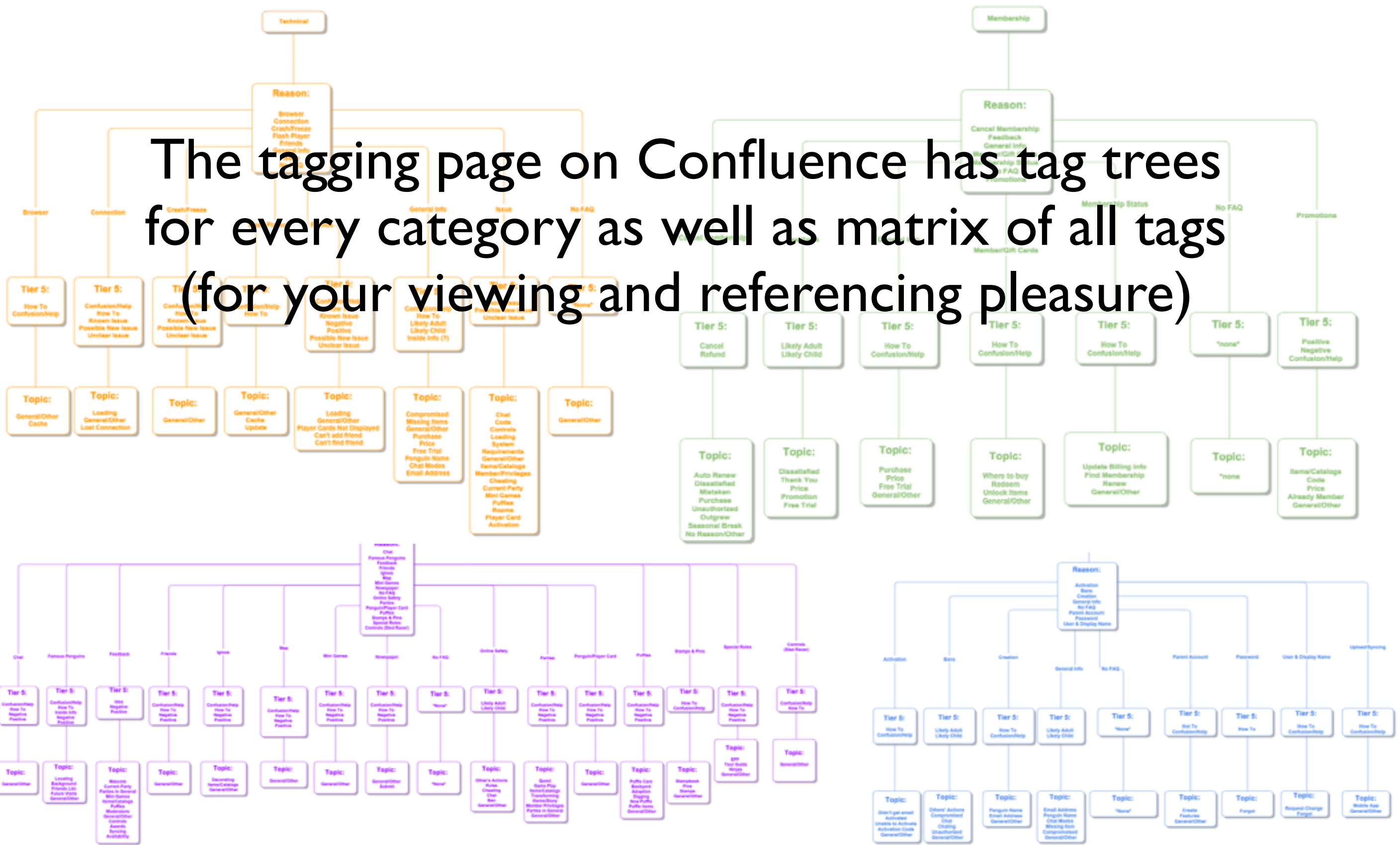
- ...quicker bug fixes
- ...better party experiences
- ...better user flows
- ...more accurate data for production
- ...better help articles
- ...less late nights for me. So...



Resources

Confluence

(<https://docs.wdig.com/display/DOSCSMATRIX/CP+Tagging>)



This Guy
(I miss that mustache)





That's all Folks!